



PRESS RELEASE

eSIM-enabled smartphones are taking the market by storm: an opportunity to (re)discover Ubiquiti's versatility

Paris, March 9th, 2020



eSIM

Do you need an international eSIM data plan for traveling?

Get your Ubiquiti eSIM profile within minutes and enjoy immediate high-quality Internet connection wherever you are in the world.

Following in the tracks of the iPhone XS and XR¹, the Google Pixel 3, and the Galaxy Fold LTE, the latest releases from Samsung, the S20, the S20 + and the S20 Ultra, are also giving their users the eSIM-advantage! Why is it an advantage? The eSIM serves mainly as a second SIM, to be used as a replacement for the main one in certain situations, for which the primary data plan wouldn't be cost-effective. Ubiquiti's strength is that it offers particularly attractive rates for the use of data in more than 150 countries. It's a boon for travelers, especially business travelers, who cannot depend on unreliable and unsecured Wi-Fi. Pioneering solutions against roaming costs since 2000, Transatel is one of the first operators in the world to offer a service compatible with all SIM-unlocked devices equipped with an eSIM. To be discovered on <https://cellulardata.ubiquiti.com>.

Ubiquiti's eSIM disrupts mobile behaviors

Ubiquiti's eSIM solution is ideal for all the occasional and regular travelers who want to be able to connect globally, while still benefiting from near-to-local rates for data. With Ubiquiti's eSIM, you no longer have to wait to receive a SIM card in the mail or buy it in a store. Simple and easy to implement, the whole process is digital: from downloading an eSIM profile to buying a data plan, through to selfcare and balance updates.

Thanks to inexpensive data plans offered for more than 150 countries and destinations, Ubiquiti enables you to get your emails, browse the internet, use navigation apps, stream videos, stay connected on social media and send photos and videos to your contacts. Moreover, unlike public Wi-Fi, the cellular

¹ Ubiquiti is a preferred eSIM provider for latest compatible iPhones. See the list on: <https://support.apple.com/en-ca/HT209096>



PRESS RELEASE

connectivity offered via Ubigi secures the data traffic. Public Wi-Fi is, by nature, vulnerable to hacking and spyware. Since public Wi-Fi networks are unencrypted and unsecured, any username, password, and information can be intercepted. Using a 4G mobile network, such as the one offered by Ubigi, therefore protects users' data, as well as their company's information systems.

... without the bill-shock!

Ubigi offers the most cost-effective prepaid data plans for trips abroad. Several plans exist: global, by continent, or by country. Easy to use, Ubigi's eSIM profile can be downloaded for free from any eSIM-compatible device on <https://cellulardata.ubigi.com/fr/appareils-mobiles/obtenir-esim/>








Examples of plans offered (here, for Europe)

Europe Extended Zone covers all **EU countries**, plus top destinations such as **Iceland, Israel, Russia, Turkey, and Switzerland**.

• Continental data plan: *(See full country list below)*

EUROPE+ 500MB valid 1 day US \$5	EUROPE+ 3GB valid 30 days US \$25	EUROPE+ 10GB valid 30 days US \$59	EUROPE+ 25GB valid 30 days US \$99	EUROPE+ 12GB 2GB / month valid 6 months US \$59	EUROPE+ 24GB 2GB / month valid 12 months US \$88	NORDIC & BALTIC 3GB valid 30 days US \$19
--	---	--	--	--	---	---

• Country data plan

 FRANCE 3GB valid 30 days US \$12	 GERMANY 3GB valid 30 days US \$12	 ITALY 3GB valid 30 days US \$12	 SPAIN 10GB valid 30 days US \$19	 SWITZERLAND 3GB valid 30 days US \$19	 UK 3GB valid 30 days US \$12	 UKRAINE 5GB valid 30 days US \$19
---	--	--	---	--	---	--

Since the launch in November 2018, Ubigi's eSIM has already won over consumers all around the world: Japan, France and the United States are the countries with the highest number of eSIM profile downloads.

Transatel, a mobile operator ahead of its time

While most smartphone manufacturers are currently launching eSIM-enabled references, Ubigi's eSIM profiles are already compatible with all operating systems: iOS for iPhone and iPad (iPhone 11, 11 Pro, Max, XS, XS Max, XR, iPad Air / Pro, iPad Mini); Android (Google Pixel 3, Pixel 3A, Google Pixel 4, Samsung Galaxy Fold, Samsung S20, S20 +, S20 Ultra, Gemini PDA) and Windows 10 for PCs (ASUS NovaGo, HP Envy x2, Lenovo Yoga 630, Microsoft Surface Pro X & 5 with LTE Advanced)².

As a reminder, Transatel has long supported the development of eSIM as part of the 'Always Connected PCs' initiative launched by Microsoft. Transatel is also a member of the GSMA taskforce, made up of 80 Original Equipment Manufacturers and mobile operators, within which the company is helping to set new industry standards for the eSIM.

² The following PCs even offer a default Ubigi profile: <https://cellulardata.ubigi.com/ubigi-esim-compatible-devices/laptops-ubigi-esim-sim-card-inside/>



PRESS RELEASE

About Ubigi

Ubigi is Transatel's new customer-facing brand for worldwide cellular connectivity dedicated to the Internet of Things. The service offers "always connected" wireless capabilities for smartphones, laptops, tablets, and automobiles, at near-to-local rates in over 150 countries and destinations.

About Transatel

Now a member company of NTT Group, one of the largest telecom companies in the world, Transatel offers an unparalleled, eSIM-capable, cellular solution for global and secure IoT connectivity. Since its inception in 2000, the company has launched over 170 MVNOs (Mobile Virtual Network Operators), establishing Transatel as the leading European MVNE/A (Mobile Virtual Network Enabler/Aggregator). Having acquired expertise in Machine-to-Machine connectivity, the company easily transitioned into the Internet of Things, where it now addresses the three market segments of automotive, laptops and tablets, and the industrial IoT.

For more information, please contact:

A+ Conseils

Clara DALLAY
+33 (0)1 44 18 65 58
+33 (0)6 48 45 01 53
clara@aplusconseils.com

Christelle ALAMICHEL
+33 (0)1 44 18 65 58
+33 (0)6 31 09 03 83
christelle@aplusconseils.com